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Development (19$.) Department.

SERIES.

G.O. No. 4523

Dated 14-9-48

[Despatch Abstract.]

Marketing - Agmark Ghee Grading Conference to be held in New Delhi on 20 th and 21st September 1948 - Representative of the Madras Government.

NO.F.3-2/48 - Co.
Government of India
Ministry of Agriculture
New Delhi, the 30th August, 1948.

From

S. Basu Esquire,
Joint Secretary to the Government of Indi..

To

1. All Provincial Governments and Administrations
2. The Chief Secretary to the Government of Saurashtra, Rajkot.
3. The Chief Secretary to the Government of Madhya Bharat, Indore.
4. The Chief Secretary to the Government of Patiala and East Punjab States Union, Patiala.
5. The Prime Minister, Baroda State, Baroda.
6. The Chief Secretary to the Government of Jodhpur State, Jodhpur.
7. The Regional Commissioner for Western India and Gujarat States, Rajkot.
8. The Mayors of Municipal Corporations of Calcutta, Bombay and Madras.

Sub: Agmark Ghee Grading Conference.

Sir,

I am directed to state that the Government of India in the Ministry of agriculture propose to hold on the 20th and 21st September, 1948, an Agmark Ghee Grading Conference at New Delhi to review the working of the Agmark ghee grading scheme run by the A.M.A. to the Government of India under the Agricultural Produce (Grading and Marking) Act, 1937, and to consider ways and means of extending the scheme and improving the arrangments for grading. The scheme was first started in 1937 as a part of the efforts of the Government of India to introduce in this country the principles of standardisation and marketing of agricultural produce on the basis of well-defined grades Ghee, under the scheme, is graded and marked in accordance with prescribed specifications under the supervision of qualified chemists at the laboratories of packers who are specially authorised in this behalf. The scheme has been in operation in U.P. Bihar, the C.P. & Berar, East Punjab, Bombay, Baroda, Saurashtra, Junagadh, Patiala, Gwalior and Jodhpur. The graded ghee popularly known as Agmark ghee, is consumed all over India. Nearly 2½ lakh maunds valued at about Rs.5/- crores are packed under the Agmark scol every year.

2. The ghee industry is, pherhaps, the most important of the industries for the Indian cultivators, next only to agriculture itself. It is equally important from the public health point of view of , owing particularly to the dietary of a majority of the Indian people who are vegetarians. This vital industry unfortunately, in the grip of widespread audlteration. As the Agmark ghee grading schme is aimed at securing increased returns for the ghee producer, and making available to the public this essential article of food in a pure form, the Government of India are anxious that it may be given all encouragement so that is is further extended in areas where it is already established/introduced in other areas. The conference is being convened to consider ways and means of achieving this object.

3. I am, therefore, to request that a representative on your behalf (on behalf of the Junagadh State may kindly be deputed for participation in the conference, and his name intimated to the Agricultural Marketing Adviser to the Government of India 'P' Block, Raisina Road, New Delhi, so that circulated papers are necessary information regarding the place

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and time of the conference, may be communicated to him direct.

4. It is presumed that the Provincial/State Governments Administration ~~State~~ Corporation will bear the expenses of their delegate to the conference.

5. Six copies of the agenda of the conference are enclosed.

6. An early reply is requested.

Yours faithfully,

Sd. S. BASU,
Joint Secretary to the Government of India

Copy forwarded to the Ministry of Food/Health/Transport/ Defence/ I & S/ States, with the request that they will kindly depute a representative to attend the proposed conference and intimate his name to the Agricultural Marketing Advisor to the Government of India.

/True Copy/

Tentative agenda for the Agmark Ghee Grading Conference.

A. For the consideration of Central, Provincial and State Governments.

1. Review of the ghee grading scheme for the past 10 years.

2. Comparison of Agmark ghee specifications with standards laid down under the Provincial Pure Food Laws.

3. Enforcement of Provincial Pure Food Laws so far as ghee is concerned.

4. Arraggements for enforcing Agmark grade specifications.

5. Penalty for misuse and counterfeiting of agmark Lables

6. Extension of ghee grading work in the Provinces and States.

7. Organisation of ghee producers into co-operative societies for grading and selling ghee.

8. Propaganda on the improved methods of production and storage of ghee.

9. Research for evolving quicker methods for detecting adulteration of ghee.

10. Promoting the sale of Agmark ghee by Local Authorities and to the Army and public utility concerns like the Railways and public bodies like hospitals, jails, hostels etc.

11. Allocation of ~~the~~ tin plate quotas for the manufacture of ghee containers.

12. Priority transport facilities for the movement of Agmark ghee and for the containers required for packing Agmark ghee.

B. For the consideration of authorised Agmark ghee packers.

1. Revision of Agmark specifications

2. Performance of P.A. test.

3. Revision of Agmark label charges

4. Creation of a special Agmark ghee publicity fund

5. Renewal of advance deposits

6 Procedure for removal of Agmark labels

7. Procedure for re-examination of misgraded melts of ghee.

8. Sale of Agmark ghee in bulk on the basis of a standard contract.

9. Organisation of authorised packers into Unions with the object of having joint arrangements for grading ghee.

10. Relationsship between the authorised packers and the Chemists

Copy forwarded to the Indian Council of Agriculture Research Indian Dairy Research Institute. They are requested to depute an officer to attend the conference.

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3. Copy forwarded to the Dairy Development Adviser, Ministry of Agriculture, with the request that he will please attend the conference.

4. Copy (with 10 spare copies) forwarded to the Agricultural Marketing Adviser for information

By Order,

Sd. x x x
Under Secretary.

/True Copy/

Development Department.

Letter Ms. No. 4682, dated 14-9-48.

To

Joint
The/Secretary to the Government of India,
Ministry of Agriculture,
New Delhi.

Sir,

Sub: Marketing - ~~Agricultu~~ Agmark Ghee grading Conference to be held in New Delhi on 20th and 21st September, 1948 - Representative of the Madras Government.

Ref: Your letter No.F.3-2/48-Co. dated 30-8-48.

I am directed to state that Sri S.N.Venkataramanan Provincial Marketing Officer will represent the Government of Madras at the ensuing Agmark Ghee Grading Conference to be held at New Delhi on the 20th 21st September. I am to add that this Government have no objection to bear the expenses of the representative.

/BY ORDER OF HIS EXCELLENCY THE GOVERNOR/

Sd. x x x
Secretary to Government.

To the Director of Agriculture
To the Accountant General through Finance Department.

/True Copy/

for Superintendent,
4-9-1953,
MADRAS RECORD OFFICE.

ss/29-7.

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